



United to help movement (UPA) in Portugal
The anti-stigma campaign – insight for the future

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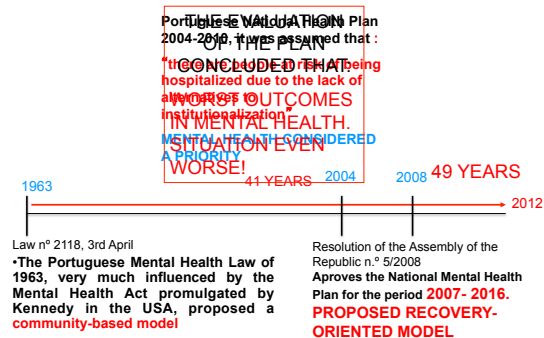
1st International Psychiatry Congress of Mental Health and Recovery
Bern, 30 March 2012

Outline

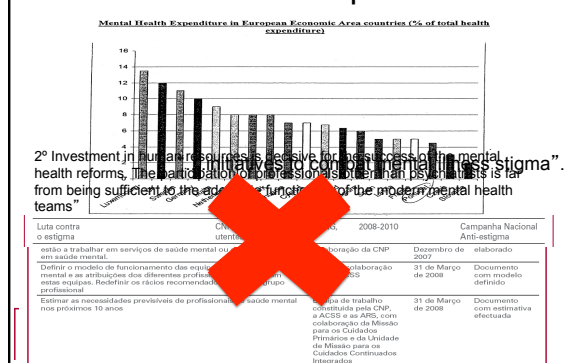
- PORTUGUESE REALITY REGARDING MENTAL HEALTH
- BRIEF PRESENTATION OF ENCONTRAR+SE
- UPA MOVEMENT
- “VISIBILITY” + “GENERAL PUBLIC” INITIATIVES
(ANTI-STIGMA; EDUCATION; INFORMATION)
- “FOCUSED” INITIATIVES
- (SCHOOL-BASED INTERVENTIONS;
COMMUNITY-BASED INTERVENTION)
- CONCLUSIONS: VALUES AND STRATEGIES

THE PORTUGUESE REALITY

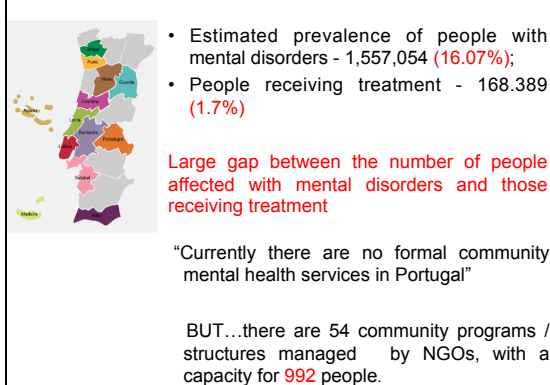
Portuguese Mental Health: KEY MOMENTS

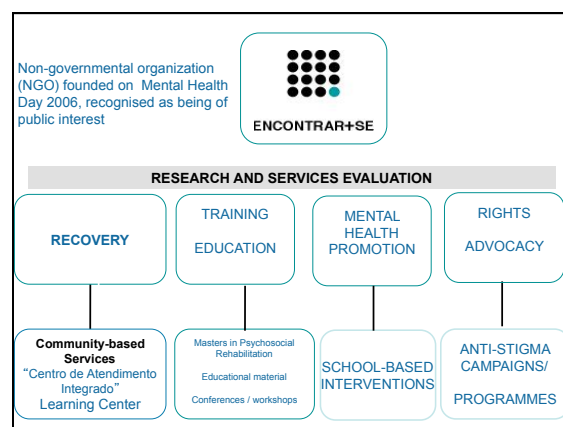
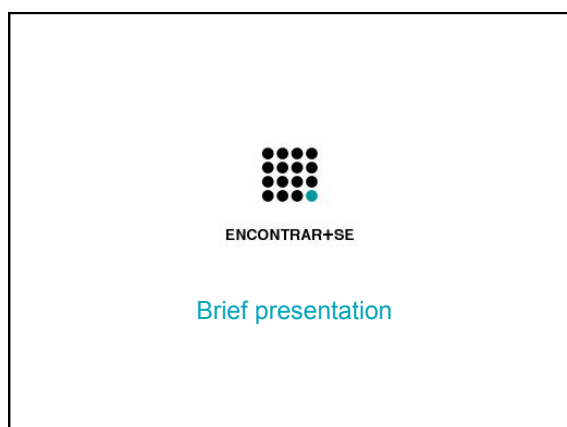


Mental Health Plan promises....



Portuguese Mental Health: SOME FACTS





Anti-stigma initiatives in Portugal ?

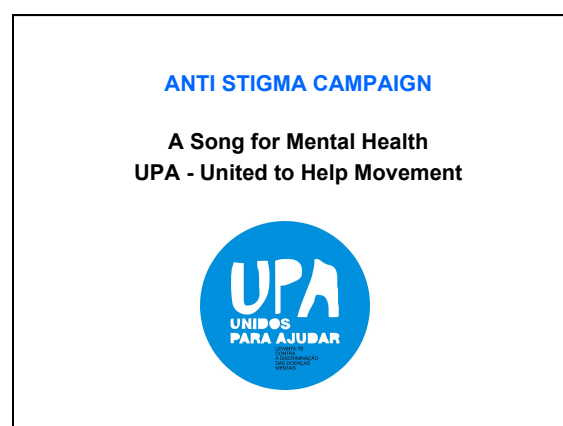
Initiatives to promote Mental Health in Portugal ?

WHERE TO START?

VISIBILITY – GENERAL POPULATION

FOCUS – SPECIFIC ISSUES / TARGET GROUPS

VISIBILITY



PHASE 1
October-December 2007

PHASE 2
January-October 2008

PHASE 1

SPECIFIC AIMS

- TO REACH THE GENERAL PUBLIC WITH A THEME NOT TALKED ABOUT - VISABILITY;
- TO START TALKING ABOUT MENTAL DISORDERS;
- TO START QUESTIONING ABOUT PRE-EXISTING IDEAS/PREJUDICES;
- TO REDUCE FEELINGS OF HOPELESSNESS
- TO HELP PEOPLE SEEKING CARE/HELP

STRATEGY

- “VERBALIZE” INNER THOUGHTS REGARDING 3 MAJOR MENTAL DISORDERS – DEPRESSION, PANIC DISORDER AND SCHIZOPHRENIA
(3 FILMS + 3 ILLUSTRATIONS FOR TV + PRESS + OUTDOORS);
- MENTION SOME SYMPTOMS/ FEELINGS RELATED TO THESE DISORDERS AS POSSIBLE CUES PEOPLE SHOULD NOT IGNORE;
- STRESS THE IDEA THAT MENTAL DISORDERS ARE A REALITY FOR WHICH THERE IS TREATMENT;

PANIC DISORDER



It must be something really severe. First the tremors, now sweating... How can it all be in your head? No. They are hiding something from you... can it be cancer? You are really bad. Why can't they find out what you have? You are going to die my friend... Panic disorder is an illness and can be treated.



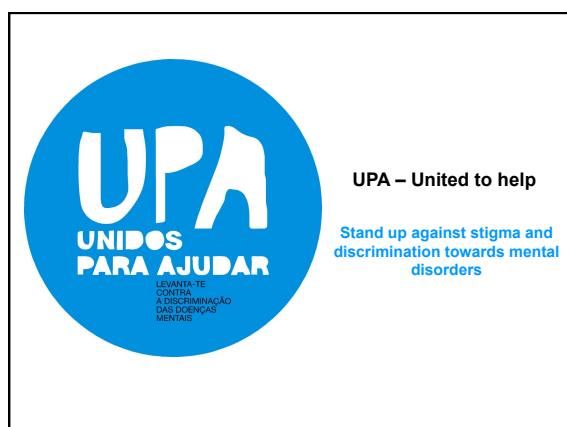
SCHIZOPHRENIA




DEPRESSION



PHASE 2





PHASE 2

January – November 2008

- In a positive and constructive way, UPA aims to help people **move one step forward** in the **acceptance** and **understanding** of mental disorders. It is addressed both for those who do not accept having a problem, who delay seeking help, and who suffer because of a mental disorder, and for everyone who deals in a negative way with this reality;
- UPA aims to bring **hope** and **promote change**



SPECIFIC AIMS

- TO PRESENT STIGMA ATTITUDES TOWARDS MENTAL DISORDERS THROUGH **MUSIC** AND THE USE POPULAR PEOPLE AS ROLE MODELS
- TO DEAL WITH A **“DIFFICULT” THEME** IN A POSITIVE WAY
- TO LEAD PEOPLE TO A **WEBSITE** WHERE THEY CAN FIND **INFORMATION** REGARDING MENTAL DISORDERS;
- TO “MOTIVATE” PEOPLE FOR THE **FIRST STEP TOWARDS CHANGE...**

STRATEGY

- FROM JANUARY TO OCTOBER 2008, EVERY MONTH:
 - A **MUSIC** WAS RELEASED REGARDING ONE OF THE IDENTIFIED **THEMES**;
 - A **FILM** WAS MADE FOR TV;
 - AN **ILLUSTRATION** WAS MADE FOR OUTDOORS AND PRESS;
 - THE **WEBSITE** WAS UPDATED WITH THE MATERIAL AVAILABLE AND PEOPLE COULD DOWNLOAD THE MUSIC

DURING 10 MONTHS

- 10 THEMES – 10 MUSICS
- 20 BANDS
- 10 FILMES
- 10 ILLUSTRATIONS
- 1 CD / DVD
- + RADIO PROGRAMMES
- + TV PROGRAMMES
- + CONFERENCES, ETC

IDENTIFICATION OF MUSIC THEMES

- The identification of themes / key messages of the campaign resulted from a **collaborative work group** integrating institutions representing people with the experience of a mental health problem, family members, NGOs, and care providers:

THEMES

The first theme represents the project's general goal:

1 - DISCRIMINATION / INTEGRATION

The idea is to pass from denial (of having a mental health problem) to acceptance

2 - DENIAL / ACCEPTANCE

Move to the idea that mental health problems should be seen as any other health issue, and not a choice of the individual.

3- SEPARATING / UNIFYING

Upon introducing mental health as a part of general health, mind and body considered as a whole, and after having accepted mental health problems as health problem, we start dealing with different aspects of experiencing them and how other people perceive it. Hence:

4- FEAR / UNDERSTANDING

5- GUILT / TOLERANCE

6- SHAME / ACCEPTANCE

7- DEPENDENCE / AUTONOMY

We then pass to the most direct consequence therefrom:

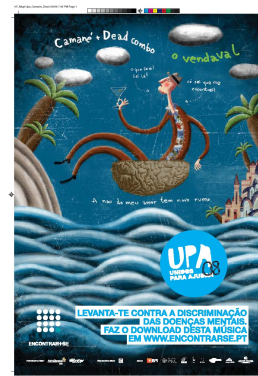
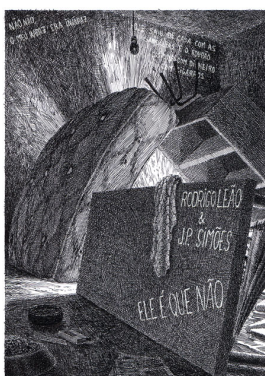
8- OFFEND / RESPECT

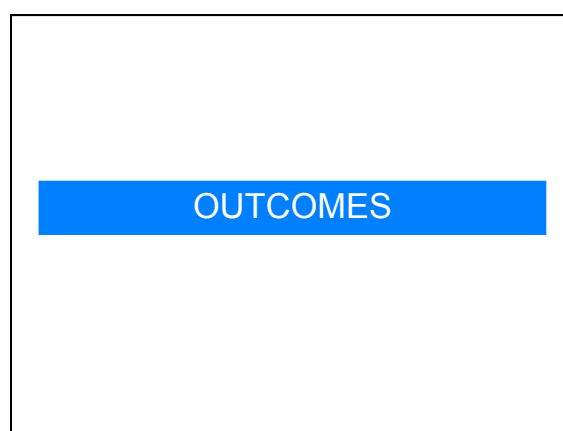
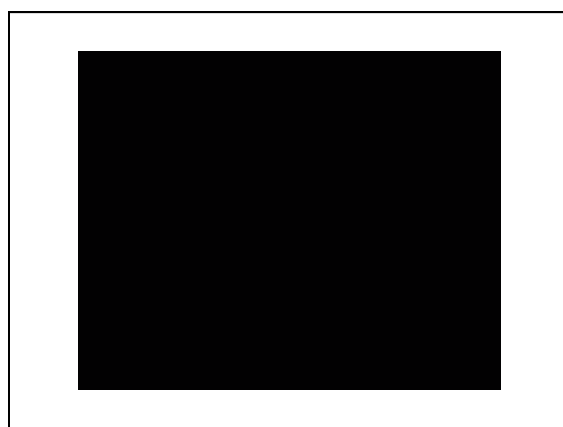
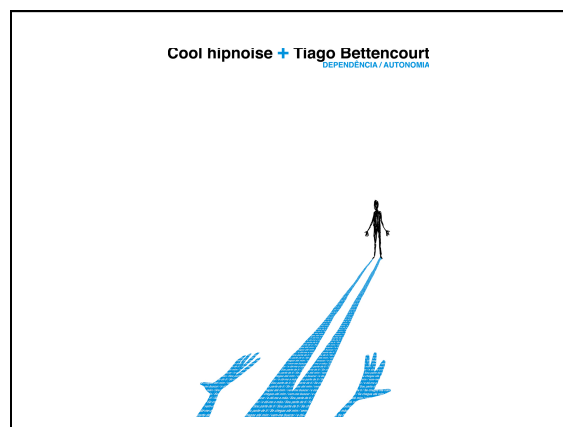
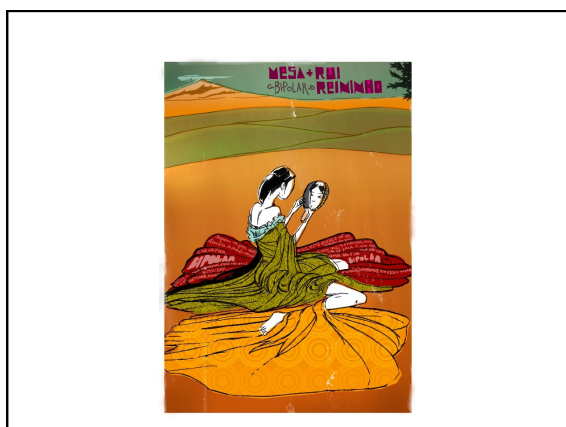
We finish with the two last themes that lead to a more positive perspective (HOPE) and the cycle is closed by returning to the initial integration theme (FRATERNITY)

9- DESPAIR / HOPE

10- LONELINESS / FRATERNITY

CAMPAIGN MATERIALS





69 % of population + 15 years of years have been exposed to the campaign at least once
± 5.000.000 people

		2007	2007
		DEZ	OCTOBER
TV	RTP	41 Times	
	RTP2	86 Times	
	SIC	581 Times	
	RTPN	100 Times	
	PORTO CANAL	Lack of data	
	SIC NOTÍCIAS	113 Times	
PRESS	SIC RADICAL	108 Times	
	SIC MULHER	105 Times	
	DIÁRIO NOTÍCIAS	12 Times	
	JORNAL NOTÍCIAS	9 Times	
	REVISTAS 24 HORAS	47 Times	
	LUX	2 Times	
OUTDOORS	DESTAK	13 Times	
	PUBLICO (PSILON)	7 Times	
TV TOTAL COVER FOR TARGET GROUP +15		1 every 10 minutes	
Y		68,52%	



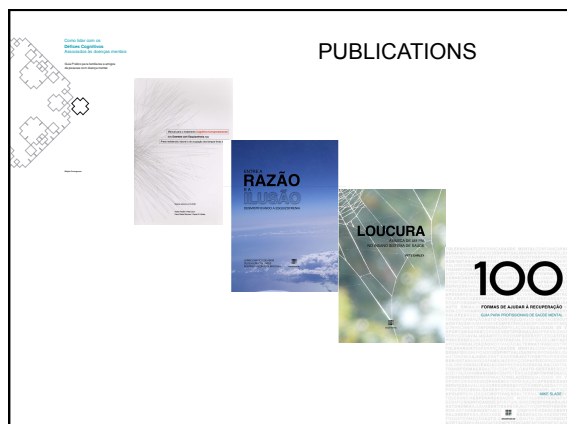
MEDIA

Visit of Patt Franciosi, WFMH

OTHER INITIATIVES TO PROMOTE VISIBILITY
+
GENERAL PUBLIC



PUBLICATIONS



CHARITY DINNER – LAUNCH OF UPA CAMPAIGN



2ND ANNIVERSARY UPA PARTY

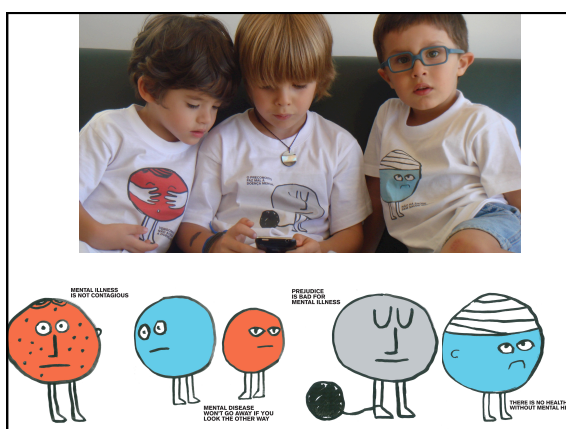
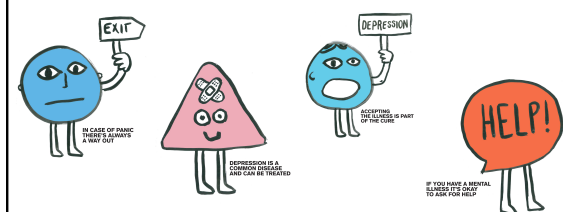


UPA MARCH



SOCIAL MARKETING + IMAGE

TREATING A DIFFICULT ISSUE IN A NICE / "CUTE" WAY



FOCUSED INITIATIVES

PROMOTION OF MENTAL HEALTH





To contribute to increase young people's knowledge about mental health issues, to

- ✓ Encourage seeking help early
- ✓ Reduce stigmatizing perceptions
- ✓ Promote the adoption of behaviors that improve mental health



STICKER ART BOOK
AGAINST MENTAL ILLNESS
DISCRIMINATION

STICK TO IT

IN THIS BOOK YOU'LL FIND THE TOOLS YOU NEED TO
FIGHT AGAINST MENTAL ILLNESS DISCRIMINATION

HAVE A PRESH LOOK AT YOUR CITY AND USE THIS BOOK'S
SIMPLE MESSAGES TO MAKE A POINT IN YOUR
COMMUNITY. YOU'LL BE SURPRISED WHEN THE
IMPACT OF YOUR ACTION.

STICK THE STICKERS ON YOUR DOOR, ON YOUR SHIRT,
IN PUBLIC SPACES, OR IN YOUR SCHOOL. LET YOUR
NEIGHBORS KNOW WHY YOU HAVE BEEN
MENTALLY ILL.

THANKS FOR JOINING US THE FIGHT AGAINST MENTAL
ILLNESS DISCRIMINATION IS A DUTY OF ALL CITIZENS,
BUT FROM THE PEOPLE WHO USE THE WEAPONS OF
THIS BOOK YOU WILL BE REINFORCING YOUR ROLE
AS A CONTRAST - SE CITIZEN.

ALSO REMEMBER: THIS STICKER ART BOOK IS NOT
AN INVITATION TO VIOLENCE. IT'S AN APPEAL
TO EACH ONE'S RESPONSIBILITY
IN THIS FIGHT.

AGAINST MENTAL ILLNESS
DISCRIMINATION.

STICK TO IT.

1

2

PUT THIS STICKER ON YOUR DOOR INTERCOM

if I SUFFERED FROM MENTAL ILLNESS, WOULD YOU STILL CALL ME?

www.djcmh.org

NEVER MIDE. ACCEPT MENTAL ILLNESS AND HAVE AN ORDINARY LIFE.

www.djcmh.org

PUT THESE STICKERS ON A MAILBOX

MENTAL ILLNESS

WEBPAGE

Deixe a newsletter
e-mail _____ Enviar

Home UPA Faz a Diferença Saúde/Doença Mental Cidades UPA FAQs | Loja

Sticker ART BOOK

[clique para fazer download](#)

UPA Faz a Diferença

Não há saúde sem fundação mental.

A saúde mental é fundamental para a realização intelectual e emocional, bem como para uma adequada integração na escola, no trabalho e na sociedade. É a saúde mental que contribui para a prosperidade, solidariedade e justiça social das nossas sociedades. Desafortunadamente, os problemas de saúde mental impõem custos e sobrecargas às pessoas e aos sistemas sociais, bem como múltiplos custos.

ENCURTAR-SE

A ENCURTAR-SE - Associação de Apoio à Pesquisa com Perturbação

[upa informa](#)



Marca a diferença!

clique para saberes mais

UNIVERSIDADE FEDERAL DO RIO DE JANEIRO
UPA
FAZ A DIFERENÇA

facebook UPA makes the difference

UPA
UNIVERSIDADE PORTUGUESA

SAMPLE

SCHOOLS
Total of 13 secondary schools in the north of Portugal | 10 public, 3 private

N = 1277 STUDENTS
639 EXPERIMENTAL GROUP (EG)
638 CONTROL GROUP (CG)

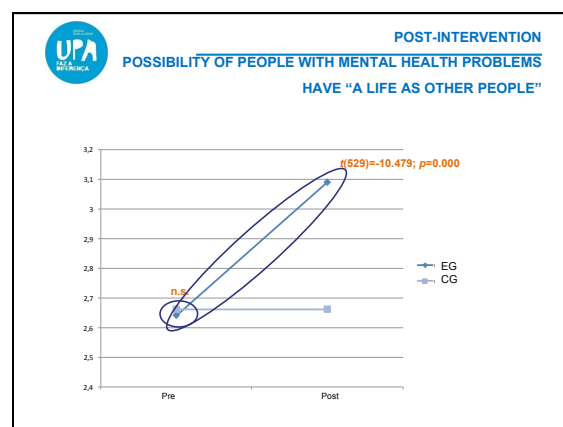
INCLUSION CRITERIA: students of secondary school, aged between 15 to 18 years old

FINAL N = 1177 STUDENTS | 611 EG, 560 CG

GRADES:
390 (33.1%) – 10th GRADE
355 (30.2%) – 11th GRADE
432 (36.7%) – 12th GRADE

AGE:
 $M=16.25$; $SD=0.99$

GENDER:
MALE – 493 (41.9%)
FEMALE – 678 (57.6%)



UPA
UNIVERSIDADE PORTUGUESA

"UPA helped me realize that, as a person, I can make a difference, can be useful and add value to people suffering from a mental health problem"

11th grade student – post-intervention

UPA
UNIVERSIDADE PORTUGUESA

- Project honored with the 1st Prize for Best Practices in Health Education, under the Second Congress of SPESE (Portuguese Society for the Study of School Health):

SPESE
SOCIEDADE PORTUGUESA PARA O ESTUDO DA SAÚDE ESCOLAR

INTERVENTION

- COMMUNITY-BASED SERVICES (ADULTS)
1st LEARNING CENTER IN PORTUGAL

SOME FEEDBACK...

I like a lot to be in Learning Center. Here we learn to know our difficulties. In my case I have difficulties in memory and attention. We improve our difficulties through the computer games that are chosen to train some specific cognitive domains.

Here we learn the existence of some cognitive domains like working memory, long-term memory, speed of processing and executive functioning.

In my case, I have problems to leave my house because I'm afraid to leave the doors unlocked, the iron on, the taps open... Since I've started in the Learning Center I improved this difficulties as professionals helped me train some strategies to deal with these fears.

A.M., 42 years old

The experience at the Learning Center has been very positive in my life. The professionals are very competent and committed to our well-being. The sessions are very interesting, because we have a lot of games which allow us to practice our memory, concentration and attention. These sessions have helped me a lot in my daily life, because I have improved some cognitive skills, such as verbal and visual memory.

I hope the program continues, because in our society there aren't many institutions that care about people who have a mental disorder. I congratulate and thank to everyone involved.

L.P., 37 years old

